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CENTRAL SUNNYVALE POLICIES PLAN

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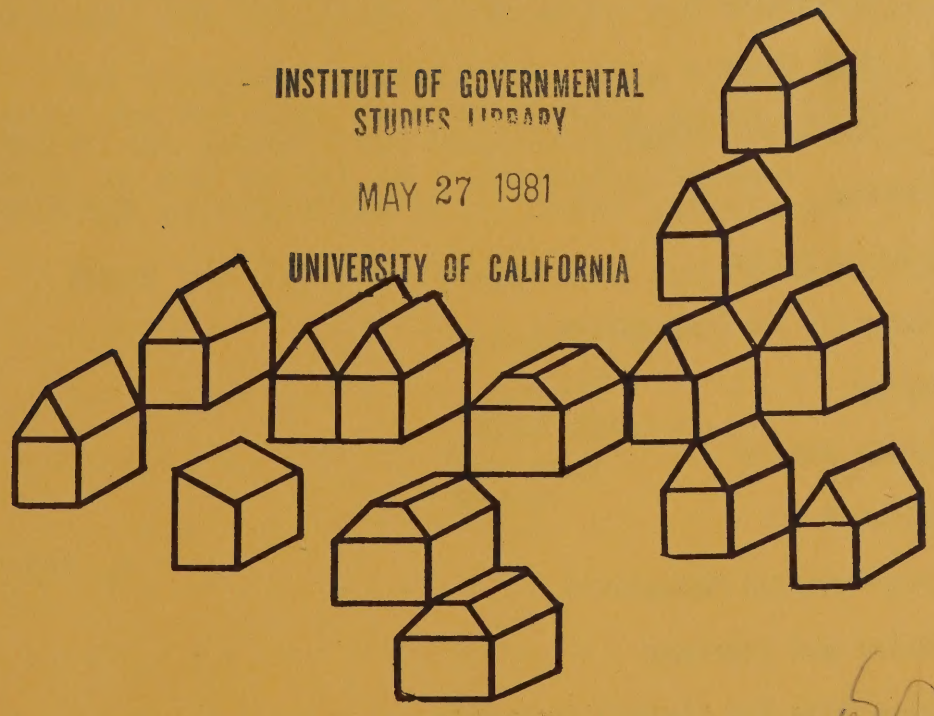

APPROVED BY THE SUNNYVALE CITY COUNCIL DEC. 7, 1978

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CITY OF SUNNYVALE

456 WEST OLIVE AVENUE • SUNNYVALE, CALIFORNIA 94086 • (408) 738-5404

Office of the Mayor

May 14, 1979

Dear Sunnyvale Citizen:

On behalf of the City Council, Planning Commission and Citizens' Advisory Committee I am pleased to present the Central Sunnyvale Policies Plan.

The plan was developed over eighteen months between September, 1977 and March, 1979. During that time residents, businessmen and property owners became actively involved in the process of planning your neighborhood. The results of these efforts are clearly reflected in the goals, policies, and proposals adopted by the City Council.

Two important results came from this project. One is the Policies Plan which will guide future changes and protect the neighborhoods. The other result is the spirit of cooperation between Sunnyvale citizens and their local government.

Thank you for your assistance and cooperation.

Sincerely,

Gil Gunn

Gil Gunn
Mayor

GG:DIC:sc

I. General Goals Applicable to Central Sunnyvale

1. To establish and maintain Sunnyvale as a regional industrial center.

2. To establish and maintain a well-developed and cohesive central business district.

3. To enhance the City's sense of identity.

4. To provide diversification and pleasant residential areas, parks, playgrounds and other needed facilities.

5. To preserve and revitalize sound residential and commercial values.

6. To attract those activities which are mutually supportive to create a vital multiple use city center.

7. To provide a full range of governmental services -- city, county, state and federal for the convenience of the public and to facilitate inter-jurisdictional cooperation.

8. To assure for the City a high standard of physical appearance, both as to nature and manmade features of the environment with particular emphasis on principal avenues of travel, pedestrian as well as vehicular, and on landmark areas of concentrated public activity.

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INTRODUCTION

In 1977 the City Council approved a study design for revising the General Plan for the Central Area of Sunnyvale. The study was undertaken in response to the need to reexamine land use policies in the light of the development of the Town Center Redevelopment Project and other changing community conditions and attitudes.

The study design called for extensive citizen participation in the planning program. After holding two well-attended community meetings, the City Council decided to form a Citizens' Committee to provide recommendations on the future of Central Sunnyvale. This Committee met almost every week with staff from April 27 to August 17, 1978. The Committee reviewed staff proposals and prepared a report to the City Council that contained its recommendations.

After extensive public hearings by the Planning Commission and by the City Council, during which the Committee report and other testimony was considered, a final plan was adopted. The adopted goals, policies and implementation measures are presented in this plan.

Also included is a precise zoning plan that will be used to guide land use decisions in the Central Sunnyvale Area. One of the key issues addressed in the zoning plan is the reduction in density from R-4 to R-2 zoning that was adopted in order to preserve the existing character of much of the residential area.

In general, the plan provides for:

a. An orderly and limited expansion of commercial and office activity;

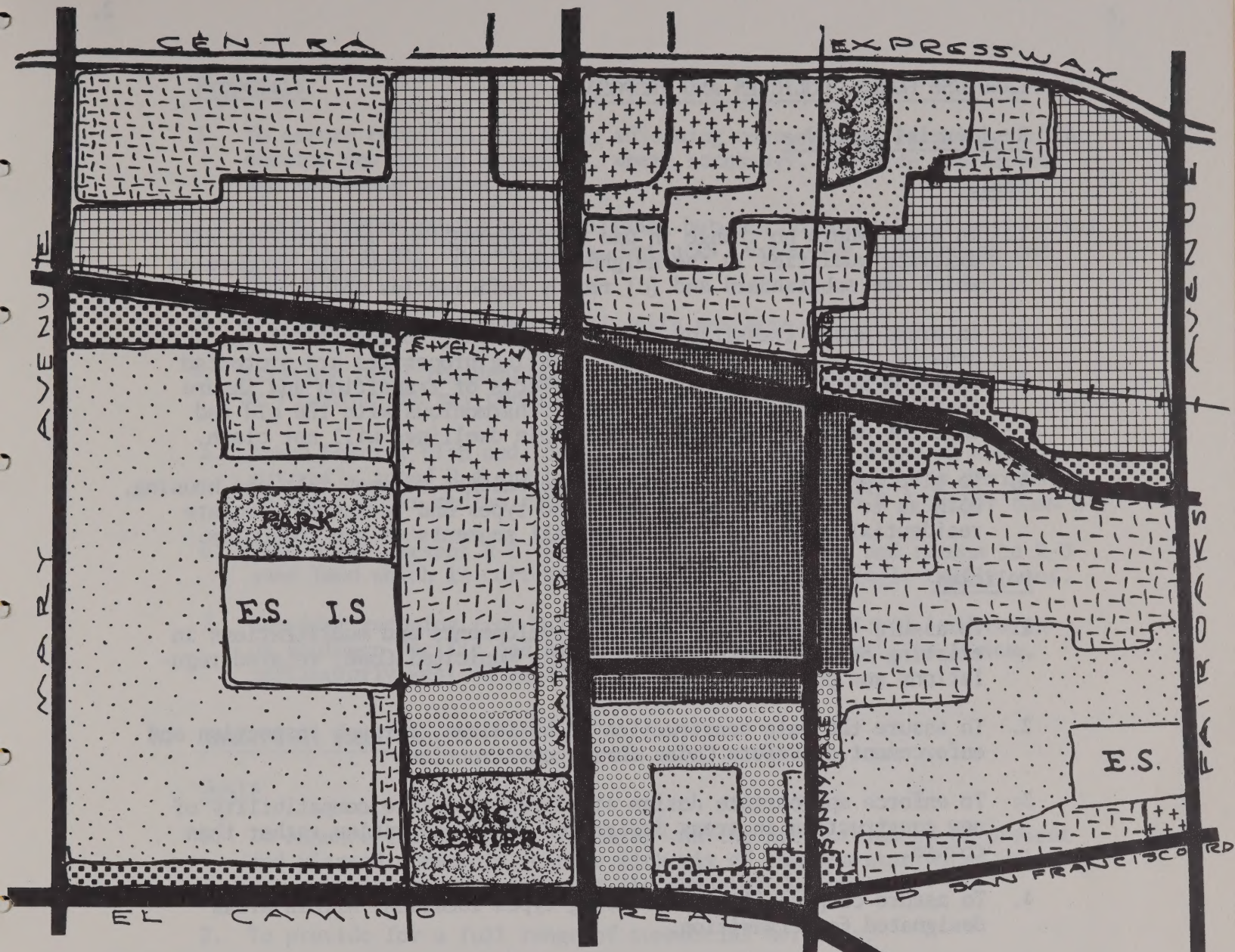
b. Protection for the existing character and quality of much of the single family area;

c. An orderly transition from low to medium density residential uses in selected, appropriate areas;

d. Policies designed to minimize the effects of traffic on neighborhood streets;

e. Numerous other policies and measures designed to protect and enhance the quality of life in the Central Sunnyvale Area.

The following sections of the plan contain the specific adopted goals, policies and proposals for the future development and preservation of the Central Area.



L E G E N D

- LOW DENSITY RESIDENCE
- MEDIUM DENSITY RESIDENCE
- HIGH DENSITY RESIDENCE
- PARKS
- ES/IS. SCHOOLS (E. S. ELEMENTARY) (I. S. INTERMEDIATE)
- CENTRAL BUSINESS DISTRICT
- GENERAL BUSINESS
- OFFICES
- INDUSTRY

GENERAL PLAN

Adopted by Resolution No. 376-78, December 7, 1978
Effective Immediately

II. LAND USE GOALS, POLICIES AND PROPOSALS

A. Residential Land Use

Goals

1. In areas where no change in use is contemplated, (a) preserve all existing qualities in the neighborhood, (b) improve the properties which are substandard and (c) remedy deficiencies which may exist.

2. In areas where transition of use will occur, to insure (a) an orderly transition and (b) that existing properties are protected from the potentially detrimental effects of transition and insure that the design of new structures is harmonious with the old and that the design of single and multiple dwellings will not clash.

3. To give appropriate attention to the balance between jobs and housing, both as to number, housing costs and types and to assure adequate residential sites for housing for all segments of the community.

Policies

1. To assure full compliance for new developments and modifications in existing developments with the City's Municipal Code, related regulations and policies.

2. To assure the safe construction of buildings, through inspection and enforcement of Safety Codes during construction.

3. To enforce appropriate design standards to assure compatibility of new construction in areas designated for preservation rather than change.

4. To assure compatibility in housing types locations within areas designated for transition.

5. Height limits are to be one of the standards, included in the establishment of design standards.

6. To assure maintenance of owner-occupied,rental and undeveloped properties.

7. That the existing, stable, low density character of single-family residential appearance of the Central Core Area be preserved and protected.

8. That the existing safe and stable R-0 uses in the Central Core Area be protected from development pressures which might cause their destruction or removal.

Proposals

1. To assure compatibility among adjoining uses, review existing and develop new design standards, where necessary, to guide developers and reviewing bodies.

2. A wide buffer should be established between commercial and residential areas which may include walls, setbacks, extensive landscaping and tall trees.

3. R-2 zone to have maximum of 12 units per acre.

4. Existing legal residential uses shall not be made non-conforming by rezoning and may continue or be replaced if destroyed.

5. Amend General Plan and Zoning Map so that certain areas as mapped, currently zoned R-4 and having mixed residential uses, be designated on the plan as medium rather than high density and R-2 rather than R-4.

6. Retain all present R-0 (Single Family) zoned land and rezone to R-0 some land which is currently occupied by stable single-family uses.

7. Consider rezoning from M-1 to residential, undeveloped land north of Southern Pacific and between Mary Avenue and Mathilda Avenue, particularly west of Pastoria, as mapped.

B. Commercial Land Use

Goals

1. To enhance the economic viability and the attractiveness of present and planned commercial center with mix of complementary uses which are compatible and which meet the needs of Sunnyvale.

2. To provide for a full range of commercial services.

Policies

1. In considering the location for commercial expansion, assure maximum integration with the existing development and TownCenter so that all are mutually supportive.

2. Intensity of commercial development should be maintained on a scale compatible with existing development and TownCenter.

3. Specific areas should be designated for service-oriented commercial facilities as contrasted with fashion goods.

4. Land zoned for commercial expansion should be limited to what the market will support. Commercial expansion should not occur on a piecemeal basis. Rather the existing uses should be protected until that future development is appropriate, both for the protection of the existing uses during the interim period and to avoid a premature use of poor caliber.

5. Consideration should be given to mixing residential and commercial development.

6. To assure compatibility among adjoining uses, develop design standards to guide developers and reviewing bodies.

Proposals

1. Establish a new commercial classification C-4 specifically for service commercial uses, such as repair shops, craftsmen, contractors' offices and materials suppliers, etc., where sites need not be as large as typical industrial sites and where the possibility of combining working and living may be desirable.

2. Develop design standard for use in connection with mixed commercial and residential uses.

3. Develop guidelines in zoning text amendments strengthening the on-site buffering provisions specifically addressing building height, landscaping and site depth dimensions between new commercial uses and residential uses in commercial districts.

4. C-4 zones would require Use Permits for all uses.

5. Existing legal non-residential uses shall not be made non-conforming by rezoning and may continue or be replaced if destroyed, however, expansion of existing legal, non-residential uses shall be governed by the normal grandfather clause of the Sunnyvale Zoning Ordinance.

6. There shall be a two-story height limit immediately adjacent to R-0.

7. Reclassify present M-1 along Evelyn Avenue vicinity to C-4 classification as shown on approved map.

8. Provide in the General Plan for commercial or office use facing Central Core on Iowa and Sunnyvale Avenues and that such land will not be zoned for the commercial use until the time is appropriate for its development.

9. Rezone from R-4 and C-2 to single family land along Taaffe and Frances Streets, between Olive Avenue and El Camino Real, as mapped.

C. Industrial Land Use

Goals

1. Maintain the industrial economic base.

2. Regulate the intensity of new industrial development so as to avoid aggravating jobs-housing balance.

3. Promote appropriate measures to minimize potentially harmful effects of existing industrial developments on nearby residential uses.

Policies

1. Limit industrial land to the areas now developed for this purpose.

2. Rezone selected vacant land planned for industrial use to residential to improve the housing-jobs balance.

Proposals

1. Reclassify from M-3 to M-3-PD land occupied by Cal Can, Westinghouse, Libby's and National Can and from M-1 to M-1-PD the land northwest of the intersection of California Avenue and Fair Oaks Avenue since all are substantially non-conforming to present industrial regulations and the PD (Planned Development District) would facilitate their upgrading and modernization.

D. Open Space Land Use

Goals

1. Provide a variety of open space experience ranging from parks to small landscaped areas so as to enhance the livability and cohesiveness of the Central Core Area.

2. Use open space and landscaping to strengthen area identity, particularly at the main entries to the Core Area, Mathilda and Sunnyvale Avenues.

3. Improve the appearance of arterial streets.

4. Meet recreational and open space needs of the immediate residential area and provide facilities which serve the entire community.

5. Provide a central park in keeping with the concept of Central Sunnyvale as the focus of community identity and community-wide facilities. The park should provide an environmental balance to the active commercial areas and emphasize passive historical and aesthetic considerations.

Policies

1. Utilize surplus city land along major arterials to improve the appearance of the arterial streets.

2. Create combined parks and school facilities where possible.

3. Serve community wide need, through expansion of Washington Park, where possible, to create a central park facility.

4. Consider potentially available open space through school closings as a resource for expanding a central park.

Proposals

1. Landscape residual parcels along Evelyn Avenue.

2. The City should approach the Sunnyvale School District and undertake a joint feasibility study of alternative uses for Benner and Adair Schools, considering the expansion of Washington Park as one alternative for reuse.

3. If the property at the northeast corner of Hendy and Sunnyvale Avenues becomes available, the City should consider a mini-park at that location.

4. Study visual treatment within present rights-of-way of linkage between Washington Park and TownCenter.

E. Public Building Land Use

Goals

1. Encourage location of county, state and federal governmental offices in the Civic Center to enhance the city center concept, to serve the public and to foster interjurisdictional cooperation.

2. Assure needs of the handicapped are met in planning and installation of new or modified facilities.

3. Assure the high visibility, easy access and quick identification of public facilities.

Policies

1. Maintain the safety, livability, cleanliness and attractiveness of all facilities in order to enhance the character of the area.

2. Acquire properties to complete the Civic Center and embrace the entire block along El Camino Real.

3. Inform, assist and encourage compatible governmental agencies to co-locate in the Civic Center Area.

4. Establish the Civic Center as a community focal point.

Proposals

1. Negotiate with and support county efforts to establish a county multi-service complex at Civic Center within two years.

2. Acquire, when advantageous, properties to complete the Civic Center and embrace the entire block along El Camino Real.

3. Construct improvements on parcel acquired at Mathilda and El Camino Real.

III. HOUSING GOALS, POLICIES AND PROPOSALS

Goals

1. To increase the quality of housing and neighborhoods, quantity of dwelling units and the availability of housing for all socioeconomic segments of the community.

2. To insure the provision of a variety of individual choice of tenure, housing type, size and location.

3. To assure order, security and beauty in every neighborhood of the City. Where these are lacking, they should be created. Where they have been lost, they should be restored. Where they now exist, they should be preserved and enhanced.

4. To eliminate housing deficiencies and prevent future blight through conservation, construction, rehabilitation or replacement.

5. To give full weight to the need for housing, diversity and freedom of choice, as well as to the protection of existing development in considering applications for change in zoning or for the approval of residential development.

Policies

1. Promote rehabilitation of deteriorated housing units through voluntary programs where possible and through Code enforcement where necessary.

2. To assure that all new housing is constructed in full compliance with all City Codes, Ordinances and policies.

3. To make provision for the special housing needs of the elderly and the handicapped.

4. Encourage preservation and/or construction of low and moderate income housing.

Proposals

1. Maintain rehabilitation and code enforcement efforts through the Housing and Community Development Program.

2. Complete assisted housing project for the elderly in 1980.

IV. TRANSPORTATION GOALS, POLICIES AND PROPOSALS

Goals

1. To provide a system of major arterials, collector streets and local access streets to handle existing traffic loads and that is capable of expansion to serve future needs and to assure the capacity of major carriers so that through traffic is not forced on to local access streets.

2. To participate fully in the creation and maintenance of an efficient and economically viable mass transit system in order to maximize accessibility of the Central Core Vicinity by mass transit and to encourage alternate modes, particularly nonmotorized transportation, in the Central Area.

3. To assure adequate off-street parking.

4. To provide for the access needs of the handicapped.

5. To insure that the design of the street system is in keeping with special character of the neighborhood served.

Policies

1. Designate potential collector streets so as to discourage through traffic on residential access streets.

2. Provide for the safe and efficient flow of traffic through signals and appropriate traffic controls.

3. Participate actively in the County and Regional transportation planning efforts, including the Corridor Study currently underway.

4. Continue supplementary transit program for the handicapped and elderly.

5. Explore the expansion or the creation of a new parking district or other means to facilitate the provision of common off-street parking facilities.

Proposals

1. Maintain existing street widths within neighborhood, confining any widening to collector streets and arterials, requiring dedication when new development occurs.

2. Conduct a study between November (1978) and next July (1979) to determine present traffic problems on Taaffe and Frances, corrective measures needed and measures to be taken. Conduct a further study within 2 to 6 months after TownCenter opens to determine if the traffic situation has changed to the point where there is need to reduce or correct adverse effect of downtown development.

3. Undertake traffic studies of the intersection of Iowa and Pastoria, Charles Avenue to minimize its use as an access route to Mathilda Avenue and the linkage of Sunnyvale, Evelyn and Hendy Avenues, particularly during peak hours.

4. Review bicycle access to the TownCenter in Spring, 1980.

5. Proceed with EIR and Grant Application preparation for multi-modal transit facility.

6. The continuity of McKinley be broken between Sunset and Pastoria in event Washington Park is enlarged.

V. COMMUNITY REVITALIZATION GOALS, POLICIES AND PROPOSALS

Goals

1. To orient Stage II plans so that they provide attractive and pleasant pedestrian walks and rest areas so as to bring pedestrians into the area and encourage movement from section to section.

2. Assure streets are designed and developed to be pleasant places to walk down as well as drive upon. The arrangement of houses should create a pleasant streetscape. Alignment, paving, landscaping, street furniture and tree planting should all be designed to enhance the visual effect.

3. Provide street furniture that does its job well, is handsome to look at and select street furniture so that there is the sense of a unified design approach throughout the City.

4. Replacement of hazardous sidewalks, curbs, gutters and modification to meet needs of handicapped in Code enforcement and rehabilitation areas.

5. Develop a sidewalk pattern of uniform appearance and aesthetic appeal.

Policies

Policies are to be developed after the study approved as Proposal 2 is completed.

Proposals

1. Determine the type of development the City desires for Stage II Redevelopment Area.

2. That the Council authorize a feasibility and design study, to be financed through the Redevelopment Agency, of alternative proposals for the 100 block of Murphy Avenue. This study would be completed with all deliberate speed.

3. A companion study to be financed through the general fund would include development of an historic walk from Murphy Park along Sunnyvale Avenue, Murphy Street and then to Washington Park and the Civic Center.

4. Continue housing rehabilitation, street and sidewalk improvement and provision of community facilities through the HUD Block Grant Program.

5. Create green spaces, when feasible, in areas where they will contribute to the revitalization of the neighborhood.

6. Undertake a special study, to be financed by the Redevelopment Agency, of alternatives for revitalizing the commercial frontage along El Camino Real, between Mathilda and Murphy.

VI. ENERGY

Goals

1. To encourage the conservation of energy resources by employing and encouraging the use of feasible conservation methods and systems.

2. To convert street lights to energy conserving lights.

3. To maximize energy conservation potential in the use of landscaping both on private property and on public streets.

Policies

1. Encourage the design of new buildings to facilitate present or future use of solar energy. Specific uses should be made of the energy conservation check list as an advisory and information aid to private builders.

2. Encourage the insulation of buildings in conjunction with their rehabilitation or remodeling.

3. Keep informed of technological advances and legal possibilities in connection with energy conservation, and private training for the staff to become informed and proficient in energy conversation matters.

Proposals

1. Provide information to developers and property owners for energy conservation measures, paying specific attention to potential cost savings and savings derived through tax deductions.

2. Enforce new energy codes in all new construction.

3. Provide for energy efficient installations in all public facilities.

4. Proceed with conversion to energy efficient street lighting.

5. Require energy efficient street lighting in conjunction with major private parking facilities.

6. Analyze potential energy saving qualities of trees that could be used for street trees throughout the city.

VII. PUBLIC SAFETY

Goals

1. To provide a safe and secure environment for persons and property for the detection, deterrent and apprehension of violators of laws, through investigation and patrol activities.

2. To protect life and property and minimize damage caused by natural and manmade disasters.

3. To limit the loss of life and property by fire suppression and fire prevention.

Policies

1. Provide a level of service consistent with needs of the Central Area.

2. Minimize, eliminating where possible, hazards to life and property.

Proposals

1. Implement necessary tactical changes in order to provide the required service level.

2. Implement traffic control and enforcement activities necessary for safe vehicle and pedestrian movement.

3. Continue public education programs for crime and fire prevention.

VIII. CULTURAL

Goals

1. To meet the recreational needs of the residents of the area.

2. To meet the needs of residents for information, recreation, educational and cultural growth by providing library materials, professional guidance and library programs.

3. To protect the historical and cultural heritage of Central Sunnyvale.

Policies

1. Provide recreational facilities to meet the needs of the residents of the area.

2. Provide a central library facility to meet the needs of the residents and the entire community.

3. To identify, recognize and protect those buildings or groups of buildings constituting significant examples of the City's cultural heritage.

Proposals

1. Develop design standards in the Zoning Ordinance or plan review guidelines for pedestrian-oriented facilities in private developments.

2. Conduct an inventory of existing facilities and adopt land standards to assist in their preservation.

3. Historic preservation. Conduct an inventory of existing facilities and adopt design standards to assist in their preservation.

IX. ENVIRONMENTAL MANAGEMENT

Goals

1. Enhance neighborhood unit and attractiveness.

2. The continuation of a high standard of design and maintenance of municipal properties and the encouragement of such design and maintenance on the part of public agencies not under the City's direct jurisdiction.

3. Assurance of elimination of clutter through the undergrounding of all new electric, CATV and telephone distribution installations and through a comprehensive program of replacing overhead wires already installed. This elimination is most urgent along public streets. Ultimately, we should eliminate overhead wires wherever they exist.

4. Consistent endeavor to make every change to the physical plant of the City, even the repair of a small section of paving, an opportunity to enhance the design image of the City.

5. Arrangement of apartment development so as to harmonize with adjacent single-family districts. Minimize clash of scale and activity pattern between apartments and houses.

6. To reduce and/or maintain the noise levels in all areas of the City at acceptable levels.

Policies

1. Utilize the plan review process as a vehicle for establishing compatible and appropriate spatial relationships between several buildings on a site and between those buildings and adjoining developments.

    a. During review of private development, an effort should be made to assure variety rather than monotony of excessive uniformity in building line or architectural treatment.

    b. Because of the City's flat terrain, the skyline or silhouette of buildings is of particular importance. Accordingly, an effort should be made to hide the typical clutter of rooftop mechanical equipment.

2. Insistence, in connection with plan approvals for private developments, on a high standard of site design and landscaping, with attention not only to the initial installation but also to provision for continuing maintenance to this end.

3. Where external noise levels exceed normal standards, require appropriate acoustical treatment for residential properties to mitigate any harmful impact.

Proposals

1. Develop design standards to guide compatible development of public and private facilities.

2. Require acoustical treatment to mitigate excessive noise levels, particularly in Moffett Field approaches.

3. Determine priorities for such augmented underground programs tentatively suggested as: (a) street side power lines along arterial streets; (b) street side power lines along collector streets; (c) street side power lines along local access streets; (d) rear property lines.

4. Undertake a systematic installation and continuing maintenance of street trees and attention to the appropriate design of street furniture, including street lighting, hydrants, control boxes and the like.

5. Initiate a noise enforcement program to reduce noise related disturbances.

6. Provide more notice of public hearings in connection with Use Permits, variances and Special Development Permits to be given to neighbors.

X. SOCIOECONOMIC ELEMENT

Goals

1. Provide a central location for both public and private human services through the establishment of a multiservice center. Encourage those service providers already in the Central Area to remain there.

2. Recognize the unique needs of the population of the Central Area, particularly the elderly, and insure the provision of adequate human services.

Policies

1. Provide for an annual social needs assessment process to identify social service needs of the residents of the area.

2. Promote co-location of services at the Civic Center.

3. Continue the existing programs, such as the nutrition and the transportation programs, as approved by City Council in their annual budget review.

4. Assist in the economic development of the area by providing training for the additional jobs that will be coming into the area.

Proposals

1. Encourage and support the establishment of a multiservice center in the Civic Center.

2. Undertake a needs assessment process in order to provide information to existing service providers and insure that the needs of Central Area residents are met through this process.

3. Utilize CETA program to meet the training needs of Central Area employees so long as it is considered productive.

SUMMARY OF DISTRICT USES

R-0: Single family residential designed for one house on each lot of 6,000 square feet or more. This would permit approximately 7 houses per acre. Zoning in this classification is to preserve housing of a low density character and protect it from intrusion by apartments, commerce or industry.

R-2: Garden apartment residential designed for a maximum density of approximately 12 units per acre. This zoning would encourage the preservation of sound single family housing while providing for the compatible replacement of deteriorated housing with duplex, townhouse or low density apartment style buildings. The intent is to preserve existing housing yet to make it financially feasible to replace that which cannot be reasonably repaired.

R-2 (O): This is the same as R-2 above, with the addition of office uses. Offices could occupy converted single family houses or new buildings designed to be compatible, and thus retain a residential appearance.

R-3: Limited Apartment District designed for low rise apartments at a maximum density of approximately 24 dwelling units per acre.

R-4: General Apartment residential designed for high density residences with a maximum of 36 units per acre.

R-4 (O): The same as R-4 above, with offices also permitted.

C-1: Neighborhood commercial designed to provide convenience shopping in areas of high traffic volume or high density residential neighborhoods.

C-2: Highway Commercial designed for providing retail commercial buildings, tourist accommodations and service facilities adapted to highway use.

O: Administrative-Professional Office District reserved for administrative, professional and research offices, residential and other compatible uses.

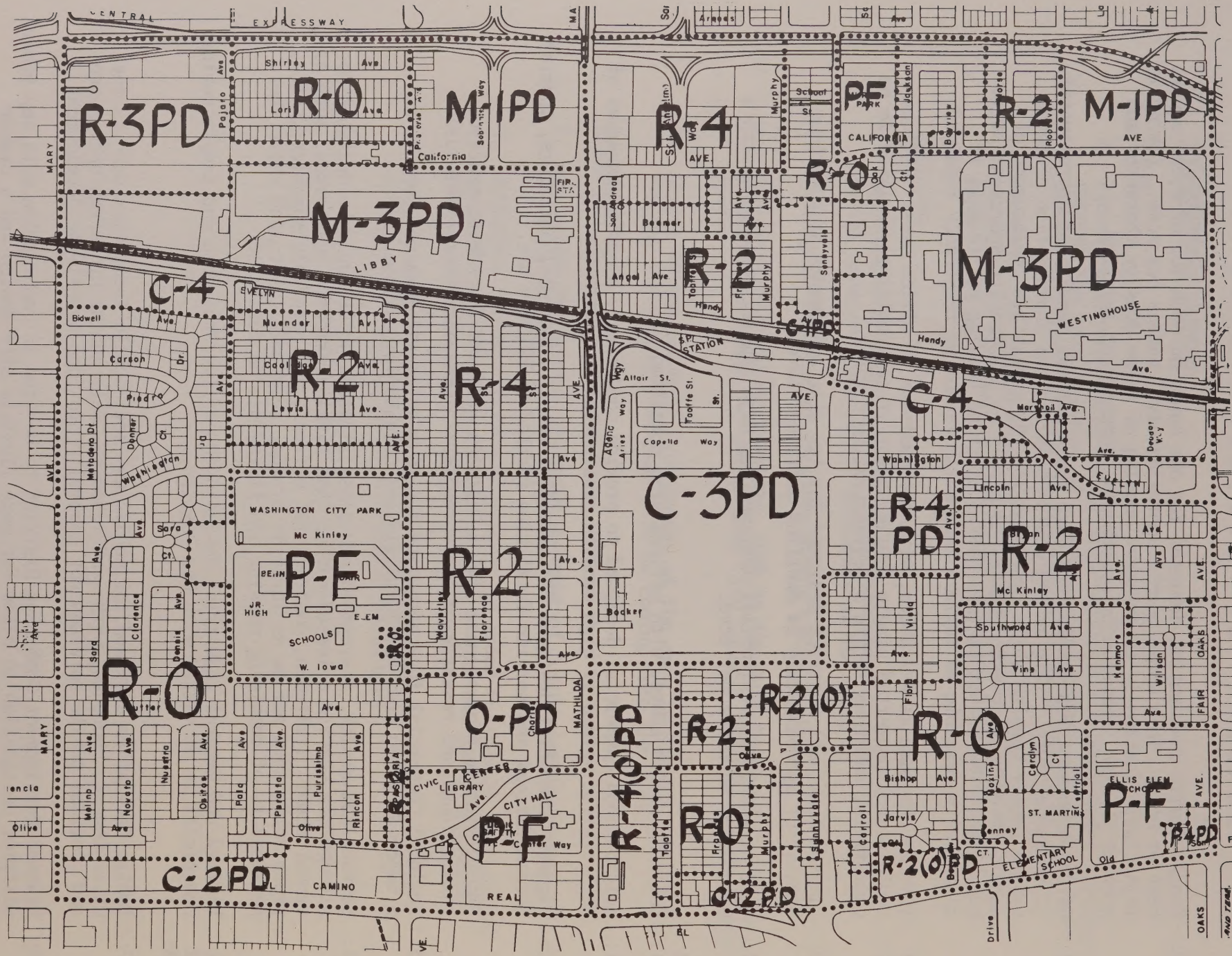
C-3: Regional Commercial to accommodate the TownCenter and Town and Country as a major shopping area for Sunnyvale and neighboring cities.

C-4: Service Commercial, a proposed new classification which could be designed to accommodate service oriented rather than fashion oriented businesses, such as repair shops, craftsmen, contractors' offices, and materials suppliers, etc., where sites need not be as large as typical industrial sites and where the possibility of combining working and living may be desirable.

M-1 and M-3: Limited and General Industrial designed for office, research and manufacturing. Commercial is permitted with Use Permits.

P-F: Public Facilities designed for public and semi-public facilities such as the Civic Center, churches, parks and schools. This zoning preserves open space and provides public services not generally provided by private development.

P-D: Planned Development Combining District to be used in combination with any other district designation to allow for more flexible site design and a closer degree of control with any P-D development subject to City Council approval.



PRECISE ZONING PLAN

ADOPTED BY ORDINANCE NO. 1925-79,
FEBRUARY 27, 1979.
EFFECTIVE AS OF MARCH 30, 1979

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